

ME & MY...

Extrusion coating lamination machine from Rajoo Engineers

Priyesh Dalmia, director, Champion Packaging Industries, tells Rahul Kumar how the company has benefitted from the ECL machine from Rajoo Engineers

SUPPLIER'S RESPONSE

Khushboo Chandrakant Doshi, managing director, Rajoo Engineers, says, "The collaboration between Champion Packaging and Rajoo Engineers marks a significant milestone for both the companies. This partnership demonstrates a longstanding ambition dating back to 2011 when I visited Champion Packaging / Nylofilms during my studies at IIM Bengaluru. The vision to align with such a distinguished entity has now materialised, culminating in a mutually beneficial relationship. This partnership is built on shared values, expertise, and goals. It reflects a commitment to excellence, innovation, and customer satisfaction. Together, Champion and Rajoo are poised to make significant advancements in the packaging industry, leveraging their combined strengths to drive progress and shape the future of the sector."

Contact

Email: rel@rajoo.com
 Website: www.rajoo.com
 Phone: +91 97129 62704

Please describe your company.

Based in Bengaluru, Champion Packaging Industries is a leading provider of flexible packaging solutions. With a legacy of more than three decades, it has become a trusted name in the industry, serving clients across sectors domestically and internationally. With the next generation entering the business, the company is actively enhancing its capacity to meet the emerging demand of the market.

When did you start using the extrusion coating and lamination line from Rajoo Engineers?

We installed the extrusion coating lamination machine from Rajoo Engineers in the last quarter of 2023. The machine is indeed a state-of-the-art product.

What are the properties of the machine that like?

To mention a few, the direct involvement of the top management team to conceive the project and their hand-holding at every stage; the dedicated support team, which is always a call away and the company's capacity to support its customers. The company always tries to accommodate every problem with a solution.

Why did you decide to buy the machine?

We have been planning to invest in extrusion coating lamination technology for the last couple of years. We explored all options, including those from overseas. The in-depth survey from existing users of the ECL machine gave us the confidence to actively consider Rajoo. The post-sale service was a major concern and a deciding factor. The outcome has been extremely positive with the team of Rajoo Engineers available at the beck and call for us to satisfactorily produce the output.

What are the features that tilted the favour in this?

To begin, Rajoo offers its own die in the machine, ensuring a one-stop solution for all. It was one of the reasons to invest in the machine so that we don't have to deal with an outside vendor in the future. The second reason was the local support. The world had just come out of Covid. We had to be sure before deciding on a purchase, especially from a neighbouring country where diplomatic relations of India were in the doldrums.

How much have these features helped you in your production?

Extrusion coating and lamination is a new process for us. This is the first of its kind machine in Bengaluru, and the second in Karnataka. We are already seeing remarkable differences in the conversion of some of our existing products. The process of a converter has eased with varying production benefits, especially the cost. The machine is equipped to handle complex materials. We are learning every day and exploring new opportunities.



The ECL machine at Champion Packaging

For what applications is the machine used?

We are currently using the product for the snack food industry, paper coating, food packaging industry, and contraceptives. We are exploring other opportunities from the pharma segment.

If there's a critical packaging job that has come your way, would you rely on this to see it through?

100%. Without a doubt. Now, we are confident enough take on complex jobs based on the machine's capacity. The team at Rajoo Engineers has played an important role in building this confidence.

What's the quality like?

A few of our existing customers whom we supplied with ECL technology as a trial felt that they could increase the speed of their FFS machines. The shelf life of the products has enhanced with greater gas-holding capacity of the packaging. The process has eradicated the traditional solvent-based or solventless lamination process with much-increased bond strength, over and above the cost reduction.

How easy is it to use and handle?

Any trained operator can handle the machine. The machine has an operator-friendly structure making, it easy for new entrants to learn and adapt quickly. The minimum parameter for a packaging company to use the ECL machine is to have larger quantity jobs, as this technology is not advisable for short-run jobs.

Would you say that it offers value for money?

Yes, the avenues of the market it opens for a converter cannot be put to value. However, any job which is converted from a traditional process to the ECL has the cost advantage over the increased market size.

Who do you think the ECL is right for?

Every converter. We are now actively exploring other machines from Rajoo Engineers as a replacement for our current setup. ■